



LEADERSHIP GIVING PROGRAM 2011



United Way
of Saskatoon & Area

WHY UNITED WAY? BECAUSE IT'S WHERE YOU LIVE.

What is a leader?

All change begins with leadership.

United Way of Saskatoon & Area has an opportunity to strengthen the social fabric of our community, improving quality of life for all. Daily, everyday people perform everyday acts making an extraordinary difference in our collective community.

In our last Community Campaign year, 848 United Way Leaders led change, by donating \$1,000 or more. Collectively, 2010 leadership donors contributed more than \$1.5M. This outstanding commitment to positive change is nothing short of remarkable.

**On behalf of those who benefit from
the work of United Way, thank you
for leading the way to change!**



Leadership Giving Program Levels

Philanthropists' Circle	\$25,000 or more
Leaders of Distinction	\$10,000 - \$24,999
Patrons	\$5,000 - \$9,999
Builders	\$2,500 - \$4,999
Leaders of the Way	\$1,000 - \$2,499

Josh Pion

Volunteer Chair | United Way of Saskatoon & Area Board of Directors
Chief Internal Auditor | Affinity Credit Union

Thank you!

Leadership strengthens the social fabric of our community. Our province has experienced economic surges, but unfortunately not everyone has benefited. There is a clear, growing gap between the rich and poor. However, we each have the opportunity to inspire change.

United Way is uniquely positioned within the community to effectively participate in different conversations. While United Way addresses root causes of social issues, its leaders meaningfully contribute in support of these actions.

United Way Leaders, appreciated for their gifts of \$1,000 or more, show their commitment of a healthy and vibrant vision for the community. You are inspiring and bold, and it is being surrounded by leaders like yourself that United Way and our community can inspire change.

Why United Way?
Because it's
where you live.

Catherine Gryba

Volunteer Chair, Leadership Division | 2011 Volunteer Community Campaign Cabinet
Manager, Strategic and Business Planning | City of Saskatoon



Investing in Community, Improving Lives

United Way is the largest non-government funder invested in understanding, highlighting and solving complex social and community issues. This feat cannot be accomplished by just one person or organization alone. Engaging the entire community, those offering solutions and those offering resources, strengthens the social fabric of our community to improve quality of life for all. Your investment in your community inspires change and encourages others to challenge their assumptions of who relies on the work of United Way.

Kurt Wintermute

Chair | 2011 Volunteer Community Campaign Cabinet
Partner | MacPherson Leslie & Tyerman LLP



United Way is improving lives and helping to build a great community for everyone by focusing on these priority areas.

Addressing the root causes of poverty and alleviating its impact.

Close to one in four children in Saskatoon lives in poverty.

Creating a community where everyone can fully participate regardless of ability/disability, age, race or where they live.

This year 4,000 new immigrants are expected to join our city.

Supporting access to literacy and skills training and creating opportunities for people to learn from one another.

More than a third of all adults in our community experience daily challenges because of low literacy.

Creating a community where families feel safe.

Mentored youth are more likely to graduate from high school, have fewer arrests and not engage in drug use.



Sheryl & Vic Fox

Vice-President, Investor, Corporate & Government Relations | Cameco
Site Superintendant | Wright Construction Ltd.

My greatest reward for being involved in United Way is gaining a better understanding of the huge diversity of human services needed to support Saskatoon's evolution as a sustainable community.

United Way Funds Local Agencies & Programs

Funding of agencies in our community is an investment; it strengthens the social fabric of our community to improve the quality of life for all. United Way of Saskatoon & Area strategically invests through two funding streams:

Long Term | Providing ongoing operating support through the United Way Community Fund.

Short Term | Meeting vital or emerging community needs through the United Way Community Initiatives Fund.

Current Long Term Funding Recipients

Autism Services
Big Brothers Big Sisters of Saskatoon & Area
Boys & Girls Clubs of Saskatoon
Canadian Mental Health Association - Saskatoon Branch
Canadian Paraplegic Association - Saskatoon Branch
Canadian Red Cross Society - Saskatoon Branch
Catholic Family Services of Saskatoon
CHEP
CNIB
Community Living Association Saskatoon
Cosmopolitan Industries
Crocus Co-operative
Elizabeth Fry Society
Epilepsy Saskatoon
Family Service Saskatoon
Girl Guides - Saskatoon Area

John Howard Society of Saskatoon
Learning Disabilities Association of Saskatchewan
Maggie's Child Care for Teen Parents
Saskatchewan Abilities Council - Saskatoon Branch
Saskatchewan Deaf & Hard of Hearing Services - Saskatoon
Saskatoon Community Mediation Services
Saskatoon Crisis Intervention Service
Saskatoon Friendship Inn
Saskatoon Indian & Métis Friendship Centre
Saskatoon Interval House
Saskatoon Open Door Society
Saskatoon Services for Seniors
Saskatoon Sexual Assault & Information Centre
The Avenue Community Centre for Gender & Sexual Diversity
YMCA Saskatoon
YWCA Saskatoon

Current Short Term Funding Recipients

Community Legal Assistance Services for Saskatoon Inner City Inc. (CLASSIC)
Computers for Kids Canada Inc.
Core Neighbourhood Youth Co-op (CNYC)
READ Saskatoon
Saskatchewan Association for the Rehabilitation of the Brain Injured (SARBI)
Saskatoon Community Youth Arts Programming Inc. (SCYAP)

Saskatoon Food Bank Inc.
Saskatoon Society for the Protection of Children Inc. (Crisis Nursery)
Saskatoon Student Wellness Initiative Toward Community Health Inc. (SWITCH)
Sexual Health Centre Saskatoon
White Buffalo Youth Lodge



As a labour leader, I believe a very important quality of a United Way leader is the ability to inspire others to take action, because our community's well-being depends on all of us working together.

Scott Ruston

President | USW Local 7656, Mosaic Potash Colonsay



Celebrating Our 2010 Leadership Giving Donors

I know my involvement in United Way is worthwhile when I reflect on the power of pooled resources and how so many wonderful organizations and people are reached.

Dr. Peter Butt & Ms. Louise B. Halfe

Philanthropists' Circle

Gordon & Jill Rawlinson

Leaders of Distinction

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Corporate Leaders show their support to the community through United Way resulting in shared values with their employees. These organizations reported five or more Leadership Giving donors in 2010.

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Agriculture & Agri-food Canada Saskatoon Research (PSAC/Agriculture 40022, PIPSC, AFSFA)	21	Justice Canada (PSAC/USGE 40146, PIPSC)	9
Agrium (USW 7552)	72	KPMG, LLP	9
BMO Bank of Montreal	7	MacPherson Leslie & Tyerman LLP	21
Cameco (USW 8914)	119	McDougall Gauley	5
Canada Revenue Agency (PSAC/UTE 40023, PIPSC)	12	McKercher LLP	7
Canadian Food Inspection Agency - Saskatoon Labora (PSAC/Agriculture 40022, PIPSC)	8	MD Ambulance (IAFF 3270)	9
Canpotex	5	Meyers Norris Penny LLP	12
Cleartech (PIC Group)	5	Mosaic Potash Colonsay (USW 7656)	46
Concentra Financial	10	PCL Construction Management Inc.	8
Correctional Service Of Canada - Regional Headquarters, Prairies (PSAC 40170)	6	PotashCorp (USW 7458, 7689, 189)	51
Costco Wholesale	6	Pricewaterhouse Coopers LLP	8
Deloitte	17	RBC Financial Group	5
Federated Co-operatives Limited (UFCW Local 649)	11	Saskatoon Health Region (SEIUWEST, SUN, HSAS)	50
		United Way of Saskatoon & Area	10
		University of Saskatchewan (CUPE 3287, CUPE 1975, ASPA, Faculty Association)	10
		Virtus Group	5


Donations of Listed Securities to Public Charities

Take advantage of greater tax saving opportunities, while supporting United Way of Saskatoon & Area.

By donating publicly traded shares to United Way, you will not pay any capital gains tax normally associated with such a disposition. You will receive a tax receipt for the full value of the shares but are not taxed on any gain. Donors of securities, therefore, do not need to take any capital gain into income.

United Way of Saskatoon & Area welcomes such gifts. If you are interested in donating listed publicly traded securities, please contact the Director of Resource Development at 975-7700.

Note: Actual shares must be transferred to United Way's broker. If proceeds are donated to United Way after shares are sold, these enhanced tax benefits do not apply.



I know my involvement in
United Way is worthwhile when
I see the accomplishments of the
United Way funded agencies.

Rhonda & Ken Laing

Government of Canada Workplace Charitable Campaign Co-Chair |

2010 Volunteer Community Cabinet

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Youth Mediation Worker | John Howard Society of Saskatoon

The Tomorrow Fund

The logo for The Tomorrow Fund, featuring a stylized hand holding a sun with rays, positioned between the words 'Tomorrow' and 'Fund'.

Planned Giving: Shaping the Future

A Planned Gift is a very individual matter – a thoughtful commitment to the future. Many donors are interested in making sure their support continues after they are no longer making an annual contribution. Planned gifts are often made from assets accumulated with care over many years.

By making a gift to United Way of Saskatoon & Area's The Tomorrow Fund, a donor can ensure a gift will continue in perpetuity. This gift is invested wisely, professionally managed, and indexed to inflation to ensure the real value of the capital is maintained. The annual income generated in excess of the amount capitalized for inflation is used by United Way of Saskatoon & Area to support innovative and effective community programs.

Our greatest reward for being involved in United Way is knowing our donation stays in our community programs and services which offer support to those in need.

Fernand & Jennifer Boutin, Leo, Luc, Ben

Director, Cost & Inventory | PotashCorp

French Immersion Teacher | Greater Saskatoon Catholic Schools



Charitable Tax Credits in Saskatchewan

While your donation helps others, the tax savings help you...

Donations to charity are deducted directly from your taxes in the form of a credit applied against taxes payable.

This charitable tax credit reduces the amount of federal and provincial tax you may pay in the according year.

Regardless of personal income, donations of equal size are credited equally.

The system rewards extra giving; the more you donate, the larger your tax credit.

Terry & Howard Lowe

Director of Clinical and Community Programs |
Catholic Family Services



I think a very important quality of a United Way leader is forward thinking. It is important to have a vision of the type of community we want and then be able to put things into motion to make the vision a reality.

Your Gift	Your Combined Provincial & Federal Tax Savings	Actual Cost to You
\$1,000	\$404	\$596
\$2,500	\$1,064	\$1,436
\$5,000	\$2,164	\$2,836
\$10,000	\$4,364	\$5,636
\$25,000	\$10,964	\$14,036
\$50,000	\$21,964	\$28,036

United Way of Saskatoon & Area's mission is to improve lives and build community by engaging individuals and mobilizing collective action.



United Way
of Saskatoon & Area

100 - 506 25th Street East

Saskatoon, SK S7K 4A7

P | 306-975-7700

F | 306-244-0583

E | office@unitedwaysaskatoon.ca

www.unitedwaysaskatoon.ca